

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

January 14, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA	X	
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Jessica Whaley, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 12.10.08

MOTION: To approve

Moved by: A. Siegel

Seconded by: S. McCarter

PASSED: Yes

IV. Chairman's Report

B. Akhavan reported on meeting with CRA to discuss maintenance for gateway project. CRA will get proposed costs as soon as gateway is done. Board discussed maintenance, damages, insurance and legal issues of gateway, which is going to be installed in February.

Board discussed the parking meeting with the neighborhood council and city councilman, at which S. Gibson and K. Bailey will represent the BID. Parking committee set up to deal with parking issues. Committee will pursue valet options and proposed a letter to the city council on parking issues.

MOTION: To approve writing of letter

Moved by: T. Dujovne

Seconded by: K. Bailey

PASSED: Yes

V. Financial Report

- a. S. Gibson distributed the final financial report of 2008. Income is over budget \$49,000 for year from assessment revenue. Administration is under budget \$9,000, along with communication which is under \$8,000 and office expenses. Public space management is under budget \$13,000, while the safety program is \$2,000 over budget due to an increase in hours for safety officers. Total expenses for year are under \$30,588 even with overages.
- b. MTA has been billed for their final amount.
- c. Delinquent assessments in 2008 total \$25,029.

MOTION: To approve the financial report for December.

Moved by: K. Bailey

Seconded by: S. McCarter

PASSED: Yes

VI. Executive Director Report

a. *BID Renewal*

The MDP has been submitted again to the City Clerks office and came back with minor changes which have been made and resubmitted. Should receive permission to start petition drive first week of February.

b. Clean and Safe Teams

J. Whaley discusses clean and safe team statistics for year. All clean team numbers are lower at end of year except for handbill and sticker removal. Pedestrian assistance, lewd conduct, homeless was higher in December than rest of year.

VII. New/Old Business

a. *Board discussed the removal of the crosswalk at Blakely and Magnolia. Posting at crosswalk asks for public comment until January 29th. Board proposed 2nd letter to city council commenting against removal of crosswalk.*

b. S. McCarter to head marketing committee to focus on making NoHo a destination. D.Malamut and T. Dujovne also on committee.

c. B. Akhavan discussed that the Art Institute will be in by October with an estimated 2000 students.

d. T. Dujovne discussed Laemmle Theater, because of economy project may slow down..

e. L. Fulton talked about putting together an arts and crafts fair with music and bbq on Saturdays and Sundays to promote foot traffic. Should begin a couple weeks before Valentines day.

Adjourn

Next meeting will be held February 11th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

February 11, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter	X	
McKenzie Alexander		
Shannon Currie-Holmes		
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Jessica Whaley, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Rick Stoff	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:05 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 1.14.08

MOTION: To approve

Moved by: S. McCarter

Seconded by: K. Bailey

PASSED: Yes

IV. Chairman's Report

B. Akhavan discussed the nomination of new business owners to the board. He nominated S. Currie-Holmes and M. Alexander of Cella Gallery. S. McCarter nominated Howes Market. S. Gibson mentioned changing the by-laws to accommodate both businesses.

MOTION: To approve the nomination of Cella Gallery to board

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

V. Financial Report

- a. S. Gibson distributed the final financial report for January 2009. Board discussed year to date vs. actual budget. Budget is under in all categories. S. Gibson and S. McCarter received debit cards which were cut up. Board discussed diversification of BID funds. S. McCarter suggested putting money in non interest bearing accounts, until decision made on where to put CD accounts. S. Gibson discussed banks to go to.

MOTION: To approve the financial report for December.

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

VI. Executive Director Report

- a. *BID Renewal*
- b. S. Gibson handed out board member petitions to those in attendance, and explained that all petitions have been mailed out. Board discussed property owners, MTA being the largest and JSM being the 2nd largest. Most likely property owners to sign would give the BID 59.81%. Board divided most likely to sign property owners to follow up with. S. Gibson discussed the

training of the safety team and presented board with letter from UPS outlining standard of training for new team members, but also for retraining existing team members. Board discussed a certificate of training to insure UPS is accountable and also would like a deadline in writing for date training all safety team members will be completed by.

c. **Clean and Safe Teams**

J. Whaley discussed clean and safe team statistics for January. Trash pick up was higher in Jan, but sticker and handbill removal was down.

VII. Parking Committee Report

K. Bailey discussed parking meter compromise. Meters will run 7 days a week, 8am-6pm Mon-Sat and 1pm –6pm on Sun. Councilman Labonge wants support from BID on new plan.

MOTION: To support new parking meter plan

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

K. Bailey updated the board on the cross walk at Magnolia and Blakesly. DOT will keep cross walk as is and will look at a possible upgrade to cross walk at a later date.

K. Bailey talk to Bob Gould at Academy for use of their parking garage. Other parking options are working with CRA on lot at end of McCormick, MTA lot north of Portel, and JSM garages. K. Bailey will keep board updated as to parking options.

VIII. Marketing Meeting Report

S. McCarter discussed the first marketing meeting, and the goal of the marketing committee, which is to bring people into the neighborhood. Some short and long term ideas included, store listings, walking maps, artwalk and farmers market.

IX. New/Old Business

- a. *G. McCreary discussed getting MTA started on the train station project.*
- b. N. Biaconi discussed her 501c3 which may help get grants for marketing.
- c. Board discussed the lease of the BID office and whether or not to move to the other end of NoHo.

Adjourn

Next meeting will be held March 11th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

March 11, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Jessica Whaley, Urban Place Consulting Group		X
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Rick Stoff		
Trevor Kale	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:08 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 1.14.08

MOTION: To approve

Moved by: K. Bailey

Seconded by: A. Siegel

PASSED: Yes

IV. Chairman's Report

B. Akhavan introduced Cella Gallery owners M. Alexander and S. Currie to the board.

B. Akhavan discussed the walk through with state senator Carol Lu. The group visited the Cella Gallery, Millenium Studios, and Schrieber Theater. She was impressed with the community and board will stay in touch with deputy.

B. Akhavan discussed the lunch with the Mayor at PitFire Pizza. Parking issues and business assistance was discusses, specifically the MTA parking lot on Lankershim.

V. Financial Report

- a. S. McCarter distributed the financial report for February 2009. Board discussed year to date vs. actual budget. Budget is under in all categories. Board discussed diversification of BID funds. Staff to look into truck, fuel, and dump costs as budget for year was 6,000 and 5,676 has already been spent.

MOTION: To approve the financial report for February.

Moved by: L. Fulton

Seconded by: K. Bailey

PASSED: Yes

VI. Executive Director Report

- a. *BID Renewal*
- b. S. Gibson discussed the BID renewal. Petition drive should be rapped up by mid April. Councilman Labonge's office to send letter of support for renewal to property owners.

c. Clean and Safe Teams

S. Gibson discussed clean and safe team statistics for February.

VII. Parking Committee Report

K. Bailey discussed parking meter compromise. Meters will run 7 days a week, 8am-6pm Mon-Sat and 1pm –6pm on Sun. Board understands that price increase was overdue. Staff will now look at meters time increments and propose new increment zones to DOT.

K. Bailey talk to Academy for use of their parking garage and is looking into an easier way to confirm it for events. Also parking committee and staff are having meeting with MTA to discuss the possible use of their parking lot.

VIII. Marketing Meeting Report

S. McCarter discussed the first marketing meeting, and the goal of the marketing committee, which is to bring people into the neighborhood.

K. Gibson discussed the NoHo Card and its possible benefits for the businesses in the area. S. McCarter asked to relook at card idea in next marketing meeting and bring back to next board meeting.

K. Gibson and M. Alexander discussed the Hear NoHo music event with the board and asked for board support of \$6000 for three months of events.

MOTION: To approve \$2000 for first Hear NoHo event.

Moved by: L. Fulton

Seconded by: S. McCarter

PASSED: Yes

IX. New/Old Business

Adjourn

Next meeting will be held April 7th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

April 8th, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Jessica Whaley, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum		X
Rick Stoff	X	
Trevor Kale		X

I. Call To Order

B. Akhavan called the meeting to order at 9:24 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 3.11.09

MOTION: To approve

Moved by: K. Bailey

Seconded by: S McCarter

PASSED: Yes

IV. Chairman's Report

B. Akhavan discussed the MTA meeting at which members of the BID approached MTA for use of their parking lot in the evening. Staff will look into costs, but MTA is willing if BID will promote Metro.

B. Akhavan explained and invited the board members to the Mayors state of the city address. Members who choose to go will be interviewed by the media.

V. Financial Report

- a. S. McCarter discussed the financials for March. A B of A CD was set up and all other accounts income is in line and ahead of plan. Expenses are in good shape.

MOTION: To approve the financial report for March.

Moved by: K. Bailey

Seconded by: S. McCarter

PASSED: Yes

VI. Executive Director Report

- a. S. Gibson discussed the BID renewal. Petition drive should be wrapped up by mid April.
- b. Clean and Safe Teams
 - J. Whaley discussed clean and safe team statistics for March.
- c. S. Gibson discussed sending K. Gibson to Farmers Market Conference.

VII. Parking Committee Report

Parking committee and staff discussed coming up with proposal to present to MTA for use of their parking lot. K. Bailey will get together with other

businesses to put together a plan for staff and or valet for those that will benefit most. K. Bailey Explained that we now have use of the Academy's parking garage, but that the next step will be signage. He further explained that the BID may run into problems with the DOT as they may not want to pay for signs that promote private property.

VIII. Marketing Meeting Report

K. Gibson and M. Alexander discussed the Hear NoHo music event with the board and asked for board support of \$3000 To fund the event for the next two months.

MOTION: To approve \$3000 for next two Hear NoHo events.

Moved by: L. Fulton

Seconded by: S. McCarter

PASSED: Yes

IX. New/Old Business

Board discussed the NoHo Scene RFP.

X. Adjourn

Next meeting will be held May 13th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

May 13, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut		X
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Jessica Whaley, Urban Place Consulting Group		X
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Gazala Pirzada	X	
Rick Stoff	X	
Trevor Kale		X

Due to the lack of voting board members a quorum was not established so no actions were taken. Here is a summary of what was discussed at the May board meeting.

I. Safety Team

S. Gibson explained costs for vests for safety officers and whether or not the safety team should have hand cuffs. Board discussed issue with A. Solis to determine if vests and cuffs were necessary.

Board discussed new later hours on Friday and Saturday.

II. BID Renewal

K. Gibson explained that 54.113% of the petitions were returned and it now moves on to the ballot process. Board and staff have 45 days from when council approves the ballot resolution to when they count the ballots. Board must follow up with signers to get yes votes in.

III. CRA Covenants

B. Akhavan explained CRA covenants for gateway and streetscapes. Board, staff and CRA discussed feasibility of covenants and the need to consult a lawyer.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

September 9, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum		X
Gazala Pirzada		X
Rick Stoff	X	
Trevor Kale		X
Daiva Savickiene	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 7.29.09

MOTION: To approve

Moved by: K.Bailey

Seconded by: S. Currie-Holmes

PASSED: Yes

IV. Chairman's Report

B. Akhavan explained that there was no news back from CRA on the streetscape maintenance agreement, but he and S. Gibson are to have meeting with CRA to finalize discussion and will come back to the board before signing.

V. Financial Report

- a. S. McCarter discussed the financials for August. All line items are good except legal fees due to CPA report and payment for this years and last years taxes. Safety is \$15,000 over for labor due to new expanded hours. Board discussed slow pay assessments.

MOTION: To approve the financial report for August.

Moved by: S. McCarter

Seconded by: K. Bailey

PASSED: Yes

VI. Executive Director Report

- a. S. Gibson explains the new security company that is taking over for UPS. BID kept all ambassadors except for two due to either legal or personal reasons. S. Gibson introduced A. Palacio and explained his new position and mentoring of A. Solis. D. Savickiene explained about Securitas and their expertise in working with BIDs. A. Solis dicussed the changes, new ideas, and working with A. Palacio. The team liked the fact that they are organized and accountable.Staff to work on marketing piece to hand out to businesses explaining change in security.

VII. Marketing Meeting Report

K. Gibson discussed Hear NoHo and the other proposed events from the marketing committee. She also explained how the merchant meeting went and what the next steps were in getting the businesses involved.

VIII. New/Old Business

Art Institute is opening in October.

Leamle theater is definitely coming into the JH Snyder property.

D. Malmut discussed the empty lots behind Lofts at NoHo Commons and why nothing is being done with them.

IX. Adjourn

Next meeting will be held November 11th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

July 29, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter		X
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group		X
<i>GUESTS</i>		
Regina Kirschenbaum		X
Gazala Pirzada		X
Rick Stoff		X
Trevor Kale		X

Due to an emergency board meeting being called conventional minutes were not taken. Here is a summary of what was discussed.

NoHo BID meeting
July 29, 2009

I. Streetscape Maintenance Agreement

The proposed streetscape maintenance agreement with the CRA/LA was discussed. The board agreed with the BID revisions made to the original document.

Motion: To authorize the BID's agreed upon document to go back to the CRA. If the CRA does not change drastically the body of the BID's proposed maintenance agreement then the BID President can sign the agreement.

Moved by: Thomas Dujovne

Seconded by: Al Siegel

II. Security Contract

The board discussed the quality of current security provider Universal Protection Services (UPS). The board expressed satisfaction with the current security ambassadors on staff, but general dissatisfaction with the security provider, UPS.

Motion: To terminate the UPS contract effective 8/31/09 and to enter into a contract with Securitas beginning 9/1/09 to 3/31/10. An RFP for BID security services will be issued during the first quarter of 2010.

Moved by: Darrel Malmut

Seconded by: Thomas Dujovne

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

September 9, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
EX-OFFICIO DIRECTORS		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
STAFF MEMBERS		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
GUESTS		
Regina Kirschenbaum		X
Gazala Pirzada		X
Rick Stoff	X	
Trevor Kale		X
Daiva Savickiene	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 7.29.09

MOTION: To approve

Moved by: K.Bailey

Seconded by: S. Currie-Holmes

PASSED: Yes

IV. Chairman's Report

B. Akhavan explained that there was no news back from CRA on the streetscape maintenance agreement, but he and S. Gibson are to have meeting with CRA to finalize discussion and will come back to the board before signing.

V. Financial Report

- a. S. McCarter discussed the financials for August. All line items are good except legal fees due to CPA report and payment for this years and last years taxes. Safety is \$15,000 over for labor due to new expanded hours. Board discussed slow pay assessments.

MOTION: To approve the financial report for August.

Moved by: S. McCarter

Seconded by: K. Bailey

PASSED: Yes

VI. Executive Director Report

- a. S. Gibson explains the new security company that is taking over for UPS. BID kept all ambassadors except for two due to either legal or personal reasons. S. Gibson introduced A. Palacio and explained his new position and mentoring of A. Solis. D. Savickiene explained about Securitas and their expertise in working with BIDs. A. Solis dicussed the changes, new ideas, and working with A. Palacio. The team liked the fact that they are organized and accountable.Staff to work on marketing piece to hand out to businesses explaining change in security.

VII. Marketing Meeting Report

K. Gibson discussed Hear NoHo and the other proposed events from the marketing committee. She also explained how the merchant meeting went and what the next steps were in getting the businesses involved.

VIII. New/Old Business

Art Institute is opening in October.

Leamle theater is definitely coming into the JH Snyder property.

D. Malmut discussed the empty lots behind Lofts at NoHo Commons and why nothing is being done with them.

IX. Adjourn

Next meeting will be held November 11th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

October 14, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative		X
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Gazala Pirzada	X	
Rick Stoff	X	
Margarita De Escontrias	X	
	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:09 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 9.9.09

MOTION: To approve

Moved by: A. Siegel

Seconded by: D. Malmut

PASSED: Yes

IV. Chairman's Report

B. Akhavan explained that negotiations with the CRA on the streetscape maintenance agreement were successful and asked the board to approve signing the agreement.

MOTION: To approve

Moved by: S. McCarter

Seconded by: T. Dujovne

PASSED: Yes

B. Akhavan discussed the opening of the Art Institute, which brings 1200 students and 300 faculty to the neighborhood.

V. Financial Report

S. McCarter discussed the financials for October. Report looks favorable. There are some timing issues on the income side which makes the accounting slightly off due to payment from city, but will work itself out. Safety line item slightly higher due to increase of hours.

MOTION: To approve the financial report for October.

Moved by: S. McCarter

Seconded by: A. Siegel

PASSED: Yes

VI. Executive Director Report

A. Aulenta explained marketing materials, magnets and postcards, which have been handed out to area businesses to inform them of what the BID does and who to call if needed. New radios are in place and now clean team has radios also, which makes them another set of eyes on the street. Ambassadors are accountable for actions through regular check-ins with dispatcher.

VII. Marketing Meeting Report

K. Gibson discussed Hear NoHo and the other proposed events from the marketing committee.

VIII. CRA Report

M. De Escontrias explained several new CRA projects including senior artist housing, new medians along Magnolia, façade improvements, and a business assistance program.

IX. New/Old Business

November 14th is the 80th anniversary of the Library.

Solar lights have been installed in the park. It is now safe to jog and enjoy the park at night.

Phil's Diner is being restored and put on corner of JH Snyder lot. Go to philsdiner.com for more info.

X. Adjourn

Next meeting will be held December 9th at 9 a.m. at NoHo BID Offices.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

November 11, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut		X
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
McKenzie Alexander		X
Shannon Currie-Holmes		X
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum		X
Gazala Pirzada		X
Rick Stoff	X	
Margarita De Escontrias		X
Dawn Pardinias, JH Snyder	X	

Due to the lack of voting board members a quorum was not established so no actions were taken. Here is a summary of what was discussed at the November board meeting.

I. Call To Order

B. Akhavan called the meeting to order at 9:09 a.m.

II. Public Comment

No Comment

III. Approval of Minutes 10.14.09

IV. Chairman's Report

B. Akhavan discussed that the BID was invited to participate in Valley League with the Mayor to help maintain relationships with the city. B. Akhavan wants committees for things such as the train station. Guy explained the train station has to go to bid for a developer.

V. Financial Report

S. Gibson discussed the financials for October. BID is in good financial shape for this year. Management is under budget, Special Events is under, Office expense is slightly over due to new computers, utility bills are over for month but under for year, maintenance is over for month and will be slightly over for year because of added ambassador hours.

S. Gibson explained the draft budget for 2010 and the available surplus. Wish list budget and the need to trim \$80,000 discussed. Most line items reduced, but safety and marketing increased. A. Palacios explained need of safety and which hours ambassadors are needed.

VI. Executive Director Report

A. Aulenta explained clean team stats and the need for more trash cans. The clean team now has radios to help be ears and eyes of district.

S. Gibson explained the negotiations of the office space.

VII. Marketing Meeting Report

K. Gibson discussed Hear NoHo and the other proposed events from the marketing committee.

VIII. New/Old Business

November 14th is the 80th anniversary of the Library.

IX. Adjourn

Next meeting will be held January 13th at 9 a.m. at NoHo BID Office.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

December 9th, 2009

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne	X	
Linda Fulton		X
Kevin Bailey		X
Scott McCarter		X
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum		X
Gazala Pirzada		X
Rick Stoff	X	
Margarita De Escontrias		X
Dawn Pardinias, JH Snyder	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:13 a.m.

II. Public Comment

No Comment

III. St. Paul's Presentation (K. Weary)

S. Gibson explained St. Paul's issue with paying the BID assessment. K. Weary addressed the Board and read the letter sent to staff on behalf of the church. St. Paul's wants to be exempt from assessment due to economic problems.

MOTION: To have bid staff look into changes that can be made to exempt church from assessment.

Moved by: S. McCarter

Seconded by: M. Alexander

PASSED: Yes

IV. Approval of Minutes

MOTION: To approve both 10.14.09 and 11.11.09 minutes

Moved by: G. McCreary

Seconded by: M. Alexander

PASSED: Yes

IV. Financial Report

S. McCarter explained November financials. Overall budget is down \$10,000, but payment is expected from city clerk. Safety expenses are slightly up due to change in management company.

MOTION: To approve both 10.14.09 and 11.11.09 financials

Moved by: S. McCarter

Seconded by: D. Malmut

PASSED: Yes

S. Gibson explained Christmas bonuses for both safe and clean team. Bonuses will be handed out at holiday party on December 10 at 2pm.

MOTION: To approve bonuses

Moved by: T. Dujovne

Seconded by: D. Malmut

PASSED: Yes

S. Gibson explained small 2010 budget. Budget meeting set to discuss cuts further and take in depth look at all categories.

V. Executive Director Report (S. Gibson)

S. Gibson explained board elections. Board will add D. Pardinias as a second voting member for JH Snyder in the absence of T. Dujovne. S. McCarter suggested expanding board to allow more business owners. Al suggested for the at large Business owner seat currently open.

MOTION: To change by laws and expand board

Moved by: M. Alexander

Seconded by: D. Malmut

PASSED: Yes

VI. Operations Report (A. Aulenta)

A. Aulenta discussed safety stats and monthly awards. A. Solis explained incidences and cooperation with LAPD. Cella Gallery asked for more merchant contacts.

VII. Marketing Meeting Report

M. Alexander explained separating the BID from Hear NoHo and asked board for \$2000 to keep event going.

MOTION: To move event to NoHo Arts Network and donate \$2000 for continuation of event.

Moved by: S. McCarter

Seconded by: D. Malmut

PASSED: Yes

VIII. New/Old Business

No new business.

IX. Adjourn

Next meeting will be held February 10th at 9 a.m. at NoHo BID Office.